



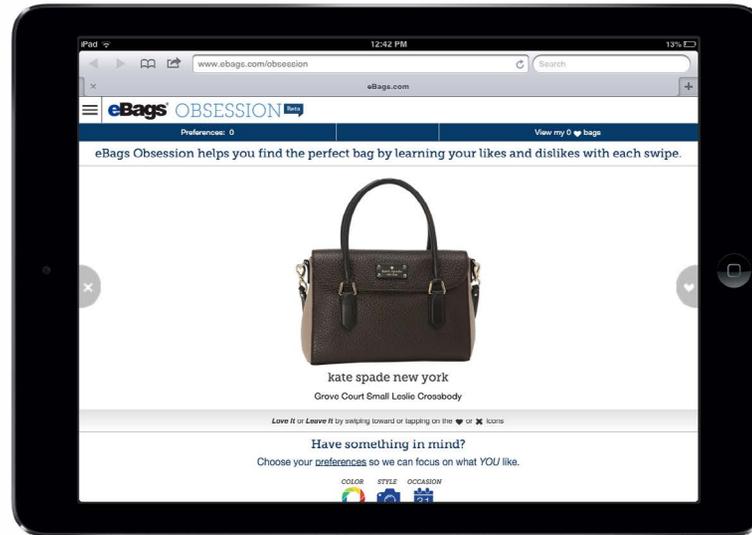
# eBags, raising the bar for online shopping.

Leading handbag retailer redefines online shopping with dynamic site powered by Adobe Experience Manager assets capability for dynamic media.



"Adobe Experience Manager enables us to improve online shopping on smartphones and tablets in ways that are fun and spontaneous—even game-like."

*Mike Frazzini, senior vice president of technology, eBags*



## SOLUTION

Adobe Experience Manager

## RESULTS



**GAME CHANGER**  
Mobile tool injects excitement into online shopping with "Love it" or "Leave it" swipe feature

**10%**  
CONVERSION RATE

**SHOPPERS TO BUYERS**  
More mobile visitors convert into customers, greatly exceeding the industry average for mobile shopping

**70%**  
FASTER

**REINVENTING SHOPPING**  
Dynamically select and present products from tens of thousands of options going far beyond traditional online catalog search experiences



**MARKET INNOVATION**  
Patent-pending algorithm tracks hundreds of variables and preferences to present customers with the perfect bag

eBags, Inc.

Established in 1999

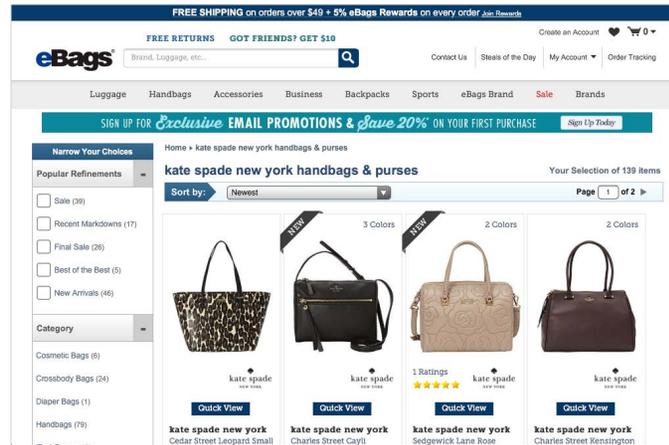
Employees: 95

Greenwood Village, Colorado

[www.eBags.com](http://www.eBags.com)

## CHALLENGES

- Reinvent the online shopping experience
- Present product images dynamically
- Enable exciting and reliable shopping experience on tablets and smartphones
- Differentiate from other e-commerce giants



## Changing the e-retail game

Founded in 1999, eBags.com is an Internet retail innovator with a long history of success. When competitors were showcasing products with just one or two photos, eBags was offering up five or six photos per bag. Within the competitive e-commerce landscape, eBags.com consistently strives to reinvent online shopping, offering customers experiences that are at once dynamic, practical, and fun.

Today on eBags.com, online shoppers can immediately narrow their choices using categories such as luggage, handbags, sports, or backpacks. They can choose from a large number of different brands, or by variables such as handbag type, price, color, and size. With the help of Adobe Experience Manager in Adobe Marketing Cloud, the eBags team makes it easy for shoppers to hone in on their perfect bag, enabling customers to view handbags from every angle, inspect a bag inside and out, zoom in, and rotate 360 degrees.

"We are a long-time user of Adobe Experience Manager assets capability for dynamic media," says Mike Frazzini, eBags senior vice president of technology. "The Adobe solution offers a deep set of capabilities for presenting dynamic, responsive images across devices. This is critical today as mobile shoppers expect online experiences to be richer and feel more hands on."

## Invigorate online shopping

To capitalize on the growth of tablets and smartphones among consumers, eBags.com developed eBags Obsession, a groundbreaking mobile shopping experience that would inspire customers as they shopped for the ideal bag. With eBags Obsession, consumers can browse and shop anytime, on a variety of mobile devices to explore the many styles of bags available to them. With a simple swipe, a shopper can visually "Love it" or "Leave it," quickly combing through dozens of bags to uncover the one that best suits their taste.

"With eBags Obsession, we have brought online the emotional rush of in-store shopping with the help of the assets capability for dynamic media in Adobe Experience Manager."

*Maureen Shea, Director of Fashion Merchandising at eBags*

## SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager solution. Capabilities used include:
- Assets capability for dynamic media

### For more information

[www.adobe.com/solutions/customer-experience/web-experience-management](http://www.adobe.com/solutions/customer-experience/web-experience-management)

[www.adobe.com/solutions/digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)



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"Online shopping should not feel robotic," Maureen Shea, Director of Fashion Merchandising at eBags. "The online experience should embody a sense of discovery. With eBags Obsession, we have brought online the emotional rush of in-store shopping with the help of the assets capability for dynamic media in Adobe Experience Manager."

"Often times a customer can't articulate specifically what they are looking for, but when they see it, they know it. eBags Obsession was designed for customers who love to browse and want to discover. We aim to present them with bags they didn't even know they wanted, needed, or loved, but as soon as they see it, they become obsessed!" continued Shea.

"Retail success hinges on mobile, with nearly half of our shoppers today visiting through a smartphone or tablet," says Frazzini. "Adobe Experience Manager enables us to improve online shopping on smartphones and tablets in ways that are fun and spontaneous—even game-like."

## Personalized, rapid access to products

Today, eBags uploads product images to Adobe's cloud infrastructure. The assets capability for dynamic media in Adobe Experience Manager automatically resizes and presents the right image to shoppers across a wide variety of desktops and mobile devices. By standardizing on Experience Manager the company manages fewer images to accommodate the needs of shoppers, because fewer images per product view need to be stored and the optimal product images are served up dynamically.

The efficiency of offloading image processing and responsive presentation with Adobe Experience Manager has resulted in better, faster shopping experiences overall, with images loading 70% faster than without the solution in place.

## Giving shoppers control

Constantly looking for new ways to enhance the online shopping experience, the eBags team set out to present customers more informed and personal product selections. The results have been overwhelmingly positive. Using a mobile device, the percentage of site visitors that purchase a bag is in the double digits—impressive in comparison to e-commerce industry-average conversion rates on mobile devices. One key reason for this success is that customers are spending more time interacting with the tool, and with every swipe, eBags Obsession is learning the customers shopping preferences to serve up more personalized and relevant product offerings.

"At eBags, we are raising the bar for digital shopping," says Frazzini. "We are a relatively small company delivering ideas and experiences that you might not even see from companies with massive resources. We are proud of our site and eBags Obsession, and the flexibility that Adobe Experience Manager provides our team."

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